

3/18/97 4:58 PM

UPC Request to Jen Rogan

Form V1.0

Please Review this request form for accuracy and E-Mail to:
Coupon Coordinator (X2351)

Long Program Name:Parliament April Defensive Direct Mail with Continuity

Drop Date: 4/25/97

Method of Distribution:Direct Mail Solo

Coupon Type:Standard Coupon

Name Capture:No

Contest:No

Component of Continuity:Yes

of UPCs Requested:

UPC Size:

Send film to:Draft Direct

633 Third Ave.

New York, NY 10017

Attn: Rachel Shapiro

212-692-4101

Status	Date	Contact
Request Submitted:	3/17/97	Lauren Steen
UPC(s) Assigned:		
Forwarded to Agency:		
Forwarded to Finance:		
CMS System Update:		
CMF System Update:		

UPCs Requested:

CMS - Offer Description								
Theme	Audience	Value	Purchase Required	Expiration Date	Circ	Redempt	POS #	UPC
Defensive	Active Responders (Deciles 1, 2 - Control)	✓ \$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0	
Defensive	Active Responders (Deciles 1, 2 - Test)	\$1.00 off	carton purchase	8/31/97		0.00%	0	
Defensive	Active Responders (Control)	✓ \$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0	
Defensive	Active Responders (Test)	\$1.00 off	carton purchase	8/31/97		0.00%	0	
Defensive	New/Recently Switched to DB	✓ \$2.00 off	2 packs or a carton purchase	8/31/97		0.00%	0	
Defensive	Non-PM Competitive Responders	✓ \$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0	
Defensive	PM Competitive Responders	✓ \$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0	
Defensive	Parliament Model Validation Cell	✓ \$1.00 off	4 packs or a carton purchase	8/31/97				
Defensive	Competitive Model Validation Cell	✓ \$1.00 off	4 packs or a carton purchase	8/31/97				

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